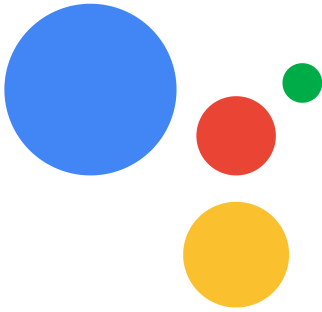




AKA LIFE COACHING



# AKA INTRODUCTION TO FAMILY LIFE COACHING



Our mission is to provide life skills, a safe space to reflect, tools and resources for women, carers, families & underrepresented groups to thrive not just survive in the 21st century.

“Supporting people who care”

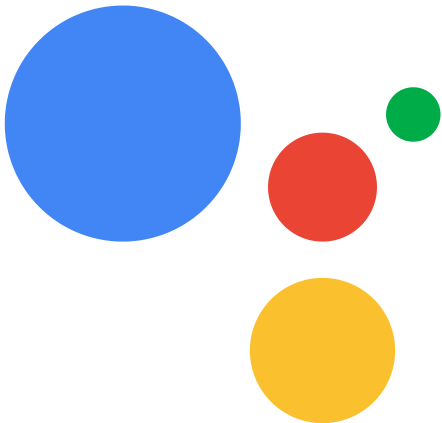
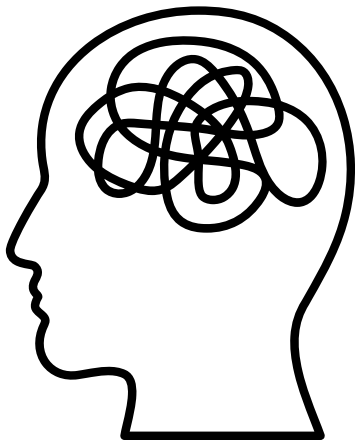


2023

[WWW.AKALIFECOACHING.COM](http://WWW.AKALIFECOACHING.COM)



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AKA LIFE COACHING

# Who we support

## AKA LIFE COACHING



Keyworkers



NEURO  
DIVERSO



Underrepresented  
Groups



People who Care



Life Coaching



Family Support



Academy



Family Life



youth



# Vision & Mission

## Mission

Aka life coaching's mission is to help individuals & families not just navigate but thrive in the 21st Century. We do this by supporting women, carers, families & underrepresented groups to build work life harmony into their work and home life.. Through our life coaching, family life coaching & employee wellbeing packages, we help to build more resilient people, families & communities.

## Vision

"Our vision is to build supportive, stronger, more resilient people, families, work environments & communities. By providing the necessary life skills, support, resources, and guidance needed to succeed in the 21st century. We support people, families & people who care to thrive not just Survive".





**Michelle Alexander**  
*Founder of AKA LIFE COACHING LTD*



## Welcome **Message**

AKA Life Coaching is a life, family and employee wellbeing service for women, families & underrepresented groups. Michelle Alexander, Founder of Aka Life Coaching Ltd, has over 27 years of experience working with children & families. Michelle has made it her mission to empower women, families, and #EDI underrepresented groups through life coaching, family support, and early intervention services.

Michelle's journey has been one of resilience & overcoming adversity. As a young mother who lost her father at a young age, supporting her mother to raise her 3 young cousins after the sudden death of her Aunt with limited support. Michelle has demonstrated an unwavering commitment to achieving her goals. Her dedication has led her to manage early education settings for 14 years & working as a senior manager of 5 sites & winning 2 manager of the year awards. For the last 8 years she has been working in Early intervention for a local authority to give back & support people who are in similar situations as herself. In 2022 she won an individual pride of Brent award for supporting families. Our founder strongly believes in social mobility & a world that is a true reflection of meritocracy where people & families outcomes are based on merit, hard work, mindset & a willingness to learn.

Michelle's training & qualifications are equally impressive. As an NLP Practitioner, qualified childcare assessor, parenting programme facilitator, & specialist in parent coaching 0-25, ADHD, and Autism, she brings a wealth of knowledge & expertise to her coaching sessions. Additionally, Michelle is a child & adult mental health first aider, certified #Iamremarkable facilitator (Google), & has been part of the flexible working parliamentary steering group. Michelle's passion for empowering women & families extends beyond her coaching business. She is also part of the TedXLondon Speaker's volunteer team & regularly attends the global institute for women's leadership to gain up to date knowledge on equality. **AKA life coaching is a space where people can share their story, build resilience & inspire others to overcome their challenges. #wesupportpeoplewhocare**



# Family life coaching

## Why?

As the founder of AKA Life Coaching and a multidisciplinary lead worker is has become increasingly clear that the lack of funding in social care, mental health, health, and education is having a significant negative impact on the daily lives of individuals and families in the UK.

This coinciding with the cost of living crisis has unfortunately been a recipe for disaster for many. Individual's & Family's no longer have the same access to emergency support services & financial cushion they are used to .

The financial and emotional impact of the pandemic has not disappeared for most Uk families. Therefore for those individuals & families that need to access local services it can be a minefield to navigate due to funding cuts to our essential services. Which many of you will be aware is impacting the lives of many of our community's , friends, family members & or employees lives.

A lack of funding in health and essential services is leading to longer waiting times for gp appointments, hospital appointments, social care assessment, ambulance services attending emergency's. This has meant reduced access to care as threshold have been increasing. Which is having a negative impact on the physical & mental well-being of individuals, carers , their families and in turn our communities.



# Significant Events effecting family life

## 2008

**Economic Recession:** The global financial crisis, which originated in 2008, had a profound impact on the UK economy.

The aftermath of the recession led to a prolonged period of economic instability and constrained government finances, making it challenging to allocate sufficient funds to essential services.



**Austerity Measures:** In response to the economic recession, the UK government implemented austerity measures starting around 2010.

As a result, funding cuts were made across various sectors, including social care, mental health, health, and education, negatively impacting the provision of essential services. This change in approach contributed to a decrease in funding for essential services, as governments sought to prioritize budgetary stability and debt reduction.

19, 2020, 2021,

Certainly, COVID-19 and Brexit have also had significant impacts on the lack of funding for essential services in the UK.

This diverted funds from other areas, leading to a strain on the funding available for essential services such as social care, mental health, and education. The uncertainty surrounding Brexit negotiations and the subsequent changes in trade agreements and economic policies have contributed to economic instability. This has impacted government finances and resource allocation, limiting available funding for essential services.





# Lack of funding Impact



## Mental health



Inadequate funding for child & adult mental health services is making it difficult for children, friends & families to access the diagnosis, care & support they need. This is leading to increased rates of mental health problems and reduced quality of life for unpaid carers.

## Social Care



Lack of funding & high case loads in social care means that record numbers of Social workers in England are quitting. There is also a national shortage of paid carers due to poor wages. This has increased the mental and financial stress on family members who are caring for children, elderly or disabled loved ones.

## Education



Cuts to teaching support staff & funding, is negatively impacting on children's ability to learn & succeed. which is having long-term consequences for theirs & the future of their families. This is leading to the most vulnerable children ie children with additional needs & or mental health challenges, without support & or excluded from school.

## Equality & Equity



Social norms, Motherhood penalty, caring responsibilities, Lack of affordable childcare, PAT leave, limited access to well paid flexible working arrangements has a major role inequality and the barriers that women face to receiving gender parity #genderpaygap.



# AKA Service's



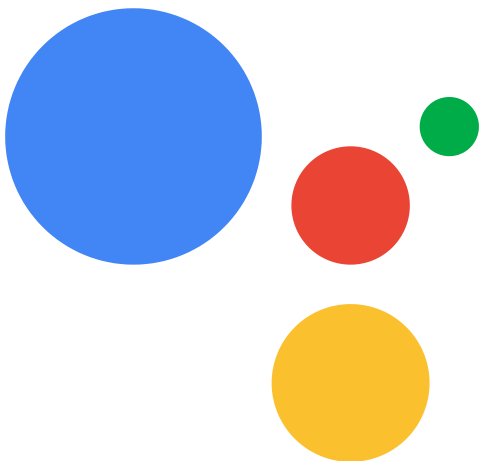
In today's fast-paced world and cost of living crisis, it's becoming increasingly challenging for families to balance their personal and professional lives, leading to stress, burnout, decreased productivity and in some cases "the great resignation".

## Life & Family

Life is a journey that is full of twists and turns. As we progress on this journey, we often find ourselves faced with important decisions that can significantly impact our lives. One of the most important decisions to make can be knowing when the right time is to move forward in life. Whether it's a new job, a new location, difficulties within your family / relationships, making the decision to move forward can be challenging. But many of us do not make time to reflect and set new goals that reflect who we want to become, as it's never too late to start a new chapter in your life.

## Company & Employee wellbeing

Approaching half of the UK workforce 44% are combining paid work with caring responsibilities at one time. The majority of those with caring responsibilities are looking after children under the age of 18 but 36% of carers are responsible for an adult of working age or older. To help address this issue, We highly recommend investing in family life coaching wellbeing vouchers, which has been shown to have a significant positive impact on both the family and the workplace.





AKA LIFE COACHING

# How

# WE WORK

# 1



Discovery call  
(Registration form)

# 2



Family life Coaching  
session  
(Microsoft teams)

# 3



Family Life Pathway  
session notes  
(Email)

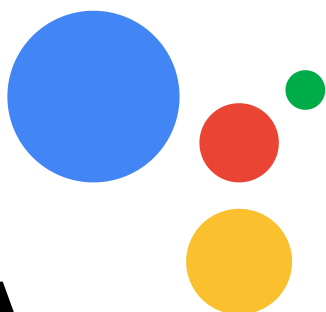


[www.akalifecoaching.com](http://www.akalifecoaching.com)





AKA LIFE COACHING



# AKA THE SESSION FAMILY LIFE COACHING



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“Supporting people who care”



2023

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# Example Discovery Call

15 MINUTE  
BRIEF DISCUSSION ON PRESENTING ISSUES/CONCERNS.  
ARE WE THE RIGHT SERVICE  
YES : COMPLETE REGISTRATION FORM / BOOK SESSION  
NO : SIGN POST IF NECESSARY

## Family life Coaching session





AKA LIFE COACHING

# PRESENT CONCERN : CARING

WWW.AKALIFECOACHING.COM

**AUTISM** WORK LIFE HARMONY

Aka Life coaching "Life, family and employee wellbeing"

Caring (3) My mother is terminally ill and I'm having difficulties at home and at work.

QUESTION :WHERE ARE YOU NOW ? 0 (WORST IT CAN BE ) 10 (THE BEST IT CAN BE) (0-10) ??



### Caring (3)

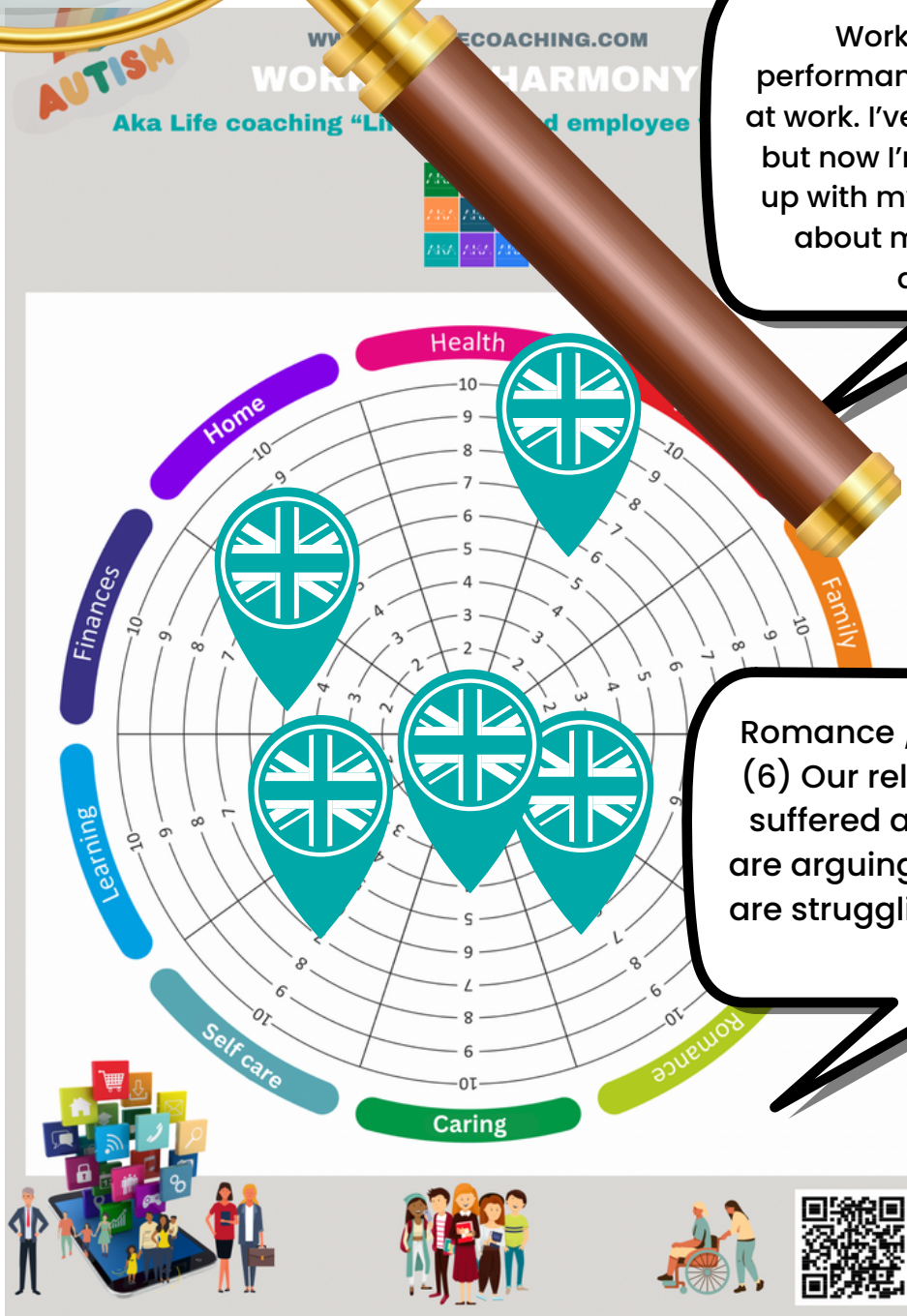
My mother is terminally ill and I'm having difficulties at home and at work.



AKA LIFE COACHING

## WHY AKA LIFE COACHING?

Example of how "One Presenting concern" can be affecting all areas of your life.



Work :(4) I have a performance review meeting at work. I've reduced my hours but now I'm not able to keep up with my work. I'm worried about my mum and my daughter.

Romance / Relationship (6) Our relationship has suffered as a result, we are arguing more and we are struggling financially.



WHAT OTHER AREAS IN YOUR PERSONAL LIFE MAY IT BE AFFECTING , THAT YOU HAVE NOT MENTIONED " HOW & WHY"?



AKA LIFE COACHING

What is the knock on affect?

# PRESENT CONCERN : CARING

WWW.AKALIFECOACHING.COM

**AUTISM** WORK LIFE HARMONY

Aka Life coaching "Life, family and employee wellbeing"

My home environment and my physical and mental health. I have no energy by the time I get home.

I'm not sleeping or eating really. I'm just just snacking to give me a bit of energy.

The carers didn't TURN UP & my mother fell. She waited for the ambulance ON THE FLOOR for hours.

Finances

Learning

Self care

Caring

Friends

Family





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Are you dealing with the Root causes?

# PRESENT CONCERN : CARING

WWW.AKALIFECOACHING.COM

**AUTISM** WORK LIFE HARMONY

Aka Life coaching "Life, family and employee wellbeing"

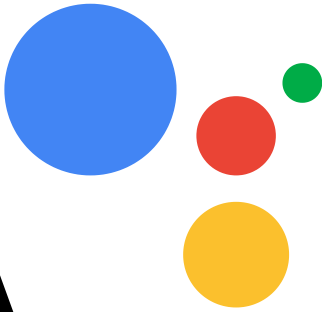
At least a ( 7 ) I know its not going to be a 10 for a while.

QUESTION "WHERE WOULD YOU LIKE TO BE ON A SCALE OF (0-10)?" AND WHAT WOULD YOU NEED TO DO DIFFERENTLY TO GET THERE?





AKA LIFE COACHING



# AKA THE NOTES FAMILY LIFE COACHING



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“Supporting people who care”



2023

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# Example

## Family Life Pathways notes

Good Afternoon, Mandeep


Hope you are well,

It was lovely to meet you and your wife. please see notes to our session held on 10th June 2023.If you or your wife are interested in another session, Please feel free to contact me on the contact details below.

**"You never know how strong you are until being strong is your only choice." - Bob Marley**

Life can throw unexpected challenges our way, one of the toughest battles you could experience is when a parent is fighting against cancer. The emotional and physical toll it takes on a couple is immense, often leaving couples feeling devastated and struggling to find balance. In the midst of this turmoil, managing relationships, family life, and work can seem like an impossible task. However, it's crucial to prioritize self-care and strive for work-life harmony to prevent burnout and maintain overall well-being.

When a parent is diagnosed with cancer, the challenges that lie ahead can seem overwhelming. Amidst the emotional rollercoaster of managing your own health and supporting your children through this difficult time, finding a balance between work and family life can feel like an impossible task. However, prioritizing your own well-being, reflecting on what you can control and cultivating work-life harmony is crucial to avoid burnout.




Supporting your parent through their Cancer battle will be extremely difficult so having the right support network, having clear boundaries is vital so that you both can navigate this challenging journey.

Remember, self-care is not selfish but a vital aspect of maintaining your physical, emotional, and mental well-being. By reflecting on the provided questions, drawing inspiration from meaningful quotes, and engaging in activities that foster work-life harmony, you can find strength, peace, and balance during this challenging time. Together, as a couple and a family, you have the power to overcome obstacles and create a nurturing environment where love, hope, and positive memory's live on.

Below are some reflective questions, and possible activities to help you navigate this difficult journey with greater resilience and harmony.

- **Gratitude Journaling:** Take a few minutes each day to reflect on three things you're grateful for. This simple practice can shift your focus towards positivity and enhance your overall well-being.
- **Time Blocking:** Plan your daily schedule, allocating specific time blocks for work, family, self-care, and quality time together as a couple. This helps create boundaries and ensures you give ample attention to different aspects of your life.
- **Mindful Breaks:** Incorporate short mindfulness exercises into your daily routine. Set aside a few minutes to practice deep breathing, meditation, or simply being present in the moment ie gardening. These moments of stillness can help reduce stress and improve focus.
- **Seek Support:** Reach out to cancer support groups or counselling services specialized in assisting families facing similar challenges. Sharing experiences and receiving guidance from others who understand can provide a sense of relief and a valuable support system.
- **Quality Time Rituals:** Establish regular rituals as a couple and family that create meaningful connections. It can be as simple as sharing meals together, going for walks, or engaging in activities you all enjoy. These moments of togetherness will strengthen your bond and nurture your relationships.
- **Reflect on Priorities:** Take a step back and reflect on your priorities as a couple and as parents. What truly matters to you? What are your non-negotiables when it comes to caring, work and family? By identifying your core values and aligning your choices with them, you can make more intentional decisions that promote harmony.

- 
- Planning in advance: "if you fail to plan you plan to fail." Having a list of your parents needs and requirements documented ie Medical information, personal care requirement's , food , ability. It will be helpful to have a document with their medical conditions, likes , dislikes, important professional number's, medication information, times and dates of their appointments, which is regularly updated. This can also be used for carers that come to the house or family members that will be supporting you.

Example (Session notes / This section is the direct quotes from clients)

### **What is working well?**

I do enjoy my job

**I previously attended** badminton

My parents own their home.

My children are doing well at school academically.

etc

### **What are you worried about ? "Actual or potential problems"**

Caring is putting **pressure** on our relationship and **financial pressure as I am working less hours**

Work: **my performance at work decreased**, I had a performance meeting with my manager. Ive **reduced my hours but i have the same amount of work**.

**I don't have enough time for my children** anymore and **my daughter has now got low moods** and hardly leaves her room. As she's worrying about her grandparent.

**I feel isolated** because **I can't** meet up with my friends anymore. Etc



WHAT CAN YOU  
CONTROL ?



## Example

### possible actions and activities (Joint discussion about possible solutions)

- Managing a family whilst a parent is battling cancer is undoubtedly one of life's greatest challenges. However, by nurturing work-life harmony and prioritizing your own well-being, you can create a foundation of strength and resilience. Remember, reaching out for support and being gentle with yourselves is essential.

### Important Caring responsibility questions

Questions for you, your wife – any other relatives that can support.

Carers questions

Actions / Comments

1. How many hours per day can we realistically allocate to caregiving responsibilities without compromising our work commitments?
2. Are there specific times of the day when we need to be fully available for caregiving?
3. Can we negotiate flexible work hours or remote work options to accommodate caregiving needs?
4. What are the essential tasks and responsibilities in our caregiving role that cannot be delegated or postponed?
5. How can we effectively communicate with our supervisors and colleagues about our caregiving situation without jeopardizing our job security?
6. Are there support services or community resources available that can assist us in managing caregiving responsibilities?
7. What backup plans can we create for unexpected caregiving situations that may arise during working hours?
8. Are there any specific policies or benefits provided by our employer that can help us balance work and caregiving responsibilities?



# Signposting

- NHS Talking therapy – GP Online referral form.
- <https://www.macmillan.org.uk/cancer-information-and-support/supporting-someone>

Age uk Documents below

[https://www.ageuk.org.uk/globalassets/age-uk/documents/factsheets/fs24\\_personal\\_budgets\\_and\\_direct\\_payments\\_in\\_social\\_care\\_fcs.pdf](https://www.ageuk.org.uk/globalassets/age-uk/documents/factsheets/fs24_personal_budgets_and_direct_payments_in_social_care_fcs.pdf)

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## Young person

CAMHS & GP  
[selfharm.co.uk](http://selfharm.co.uk)

An online, 7-week course to help people from 14 to 19 who self-harm.

Anxiety UK

[03444 775 774](tel:03444775774)

[07537 416 905](tel:07537416905) (textline)

[anxietyuk.org.uk](http://anxietyuk.org.uk)

Advice, support and information for people who experience anxiety.





# Example

## Conversation starter

<https://youtu.be/Y9rqJlbQDpk>





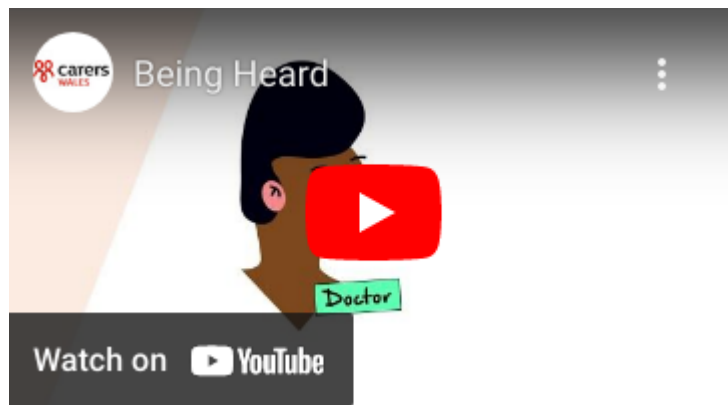
Can you get an adult social care social worker, carers assessment and adaptations for the home? When and who will you communicate to your parents when living at home is no longer realistic?

# Example

## Entitlement, Support & Benefits

Go to AKA CARERS FOR RESOURCES (Click the link below)

<https://akalifecoaching.com/aka-carers>



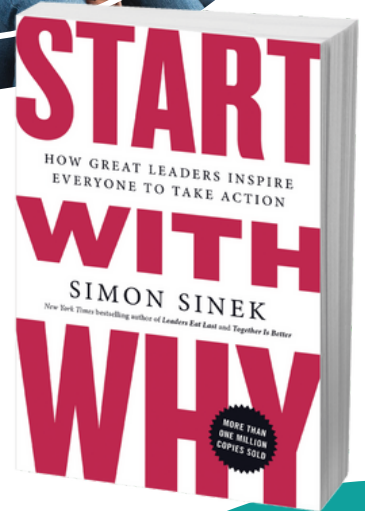
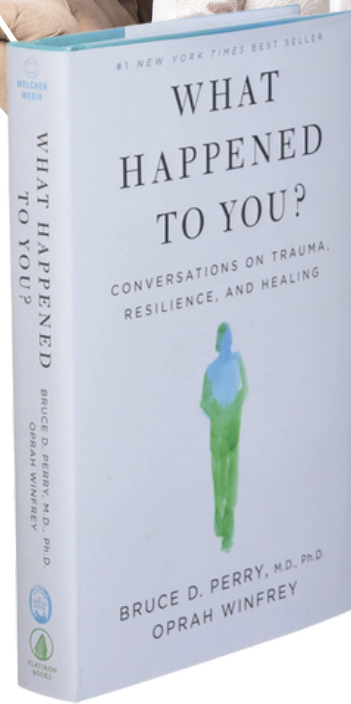
<https://youtu.be/RN4cK9kN9A4>







AKA LIFE COACHING



# AKA BOOK CLUB STARTER KIT FAMILY LIFE COACHING

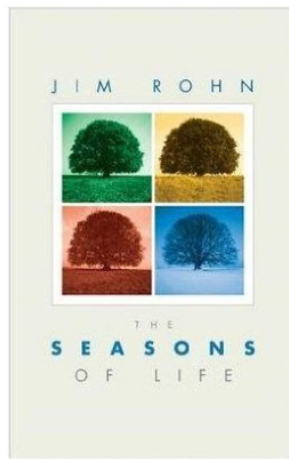
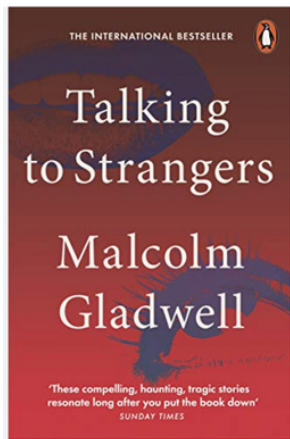
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“Supporting people who care”

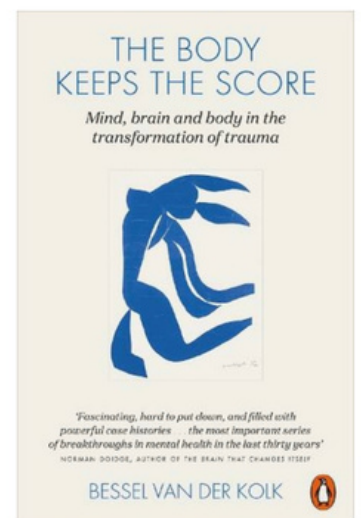
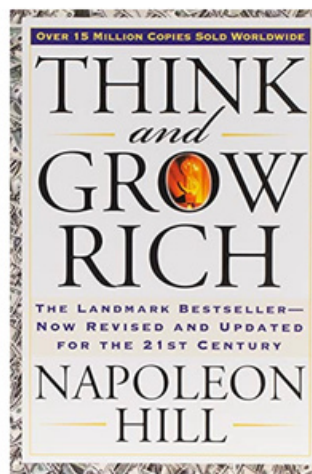
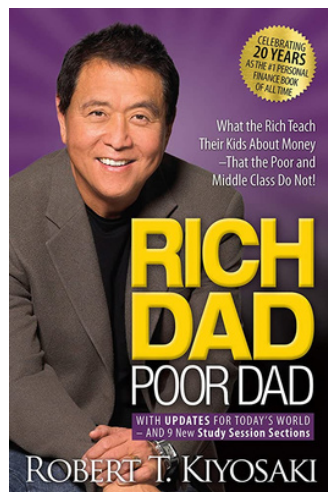
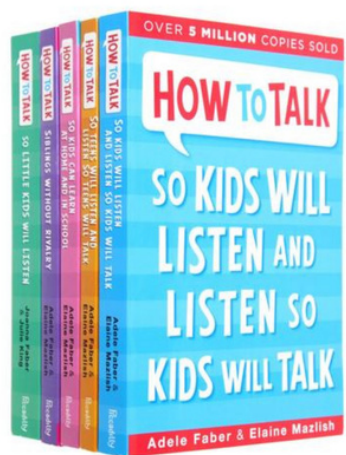
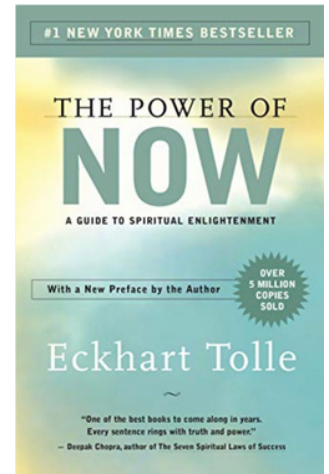
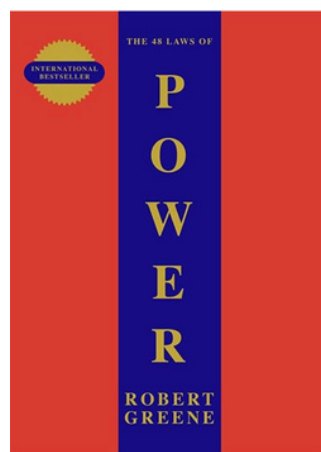
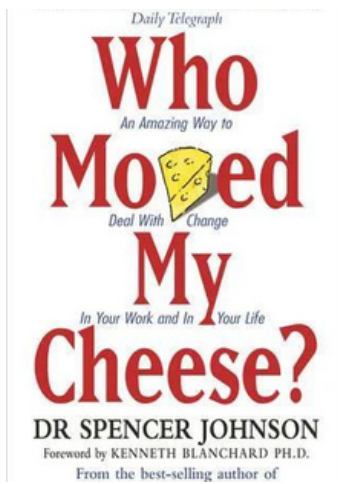
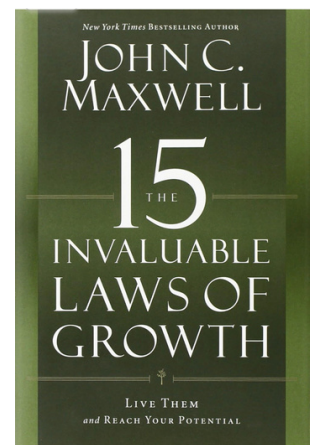
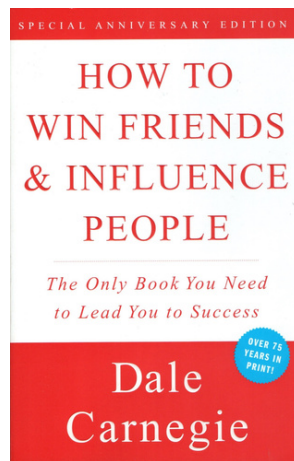
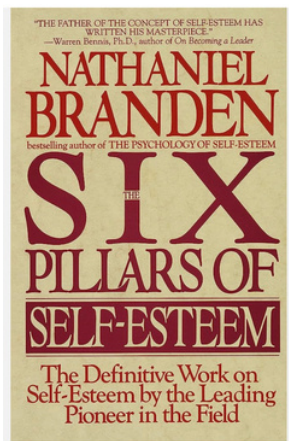
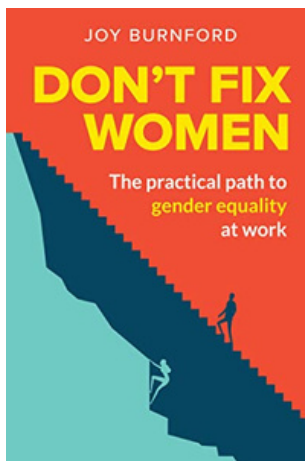


2023

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AKA LIFE COACHING  
Book starter kit



ADDITIONAL SUPPORT: Client referrals  
Is a friend & or someone in your family unemployed &  
struggling to get back into work?



Complete the  
referral link below &  
choose DROP  
DOWN  
Referral agency  
AKA LIFE COACHING



BITC 6 session's  
FREE Job Coaching

**Client Referrals**



The Prince's  
Responsible  
Business Network



Learn more about the Company benefits



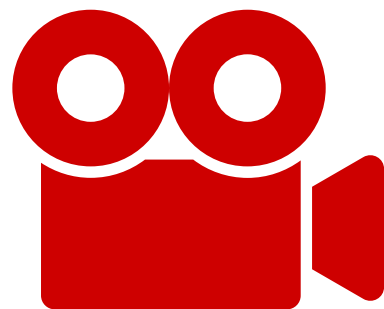
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Watch Video

[https://youtu.be/0U70z1\\_mznc](https://youtu.be/0U70z1_mznc)

# BITC 6 session Job Coaching Referrals



The Prince's  
Responsible  
Business Network





AKA LIFE COACHING



*Let's  
Connect!*



# Our Contact



07841 864315



[Info@akafamilylifecoaching.com](mailto:Info@akafamilylifecoaching.com)



[www.akalifecoaching.com](http://www.akalifecoaching.com)



London, W13 0AG



WHERE?

# Where is AKA LIFE COACHING



King Charles: 40 years of BITC



AKA LIFE COACHING





AKA LIFE COACHING

A HUGE THANK YOU TO ALL THE COMPANIES AKA LIFE COACHING HAS WORKED , FEATURED WITH AND OR LONG SIDE, OVER THE YEARS.





**Nub**  **News**

**Families**  
Magazine



AKA LIFE COACHING



The Prince's  
Responsible  
Business Network



**EDIFYING ANSWERS**

UNLOCKING YOUR INSIGHT



# I AM  
*Remarkable*

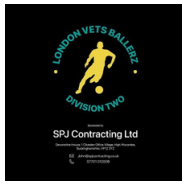


**Bija** Garden  
of Wellbeing

*Moments*  
MENTORING WITH AUTHENTIC LOVE



**E=equivalent**



SRJ Contracting Ltd



**arbonne.**

**co-innovate**



**DISTINGUISH  
YOURSELF**



**Brent**



**TEDx** London

x = independently organized TED event



International  
Women's Day



The healthiest start in life  
from pregnancy to preschool

**UK YOUTH**

**TRISH MENESES.**  
*extraordinary and productivity coach*

**REAL RELEVANT  
& RIGHT NOW  
SUNDAY  
LIVE 7PM**



**AU**  
*Anja Unabashedly*

**strongmum\_training**

